Protocols and Products

SPEAKER

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Build a financial system that creates the conditions for prosperity - for everyone.

What Makes A Successful Product?

Building Products

Who is your product for?

End Users

Wallets, UI

Developers

Protocols, Smart Contracts

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Stakeholders: End User

End Users

Developers

- Clear primary objective(s) and feature set
- Seek *control* to provide an opinionated user experience

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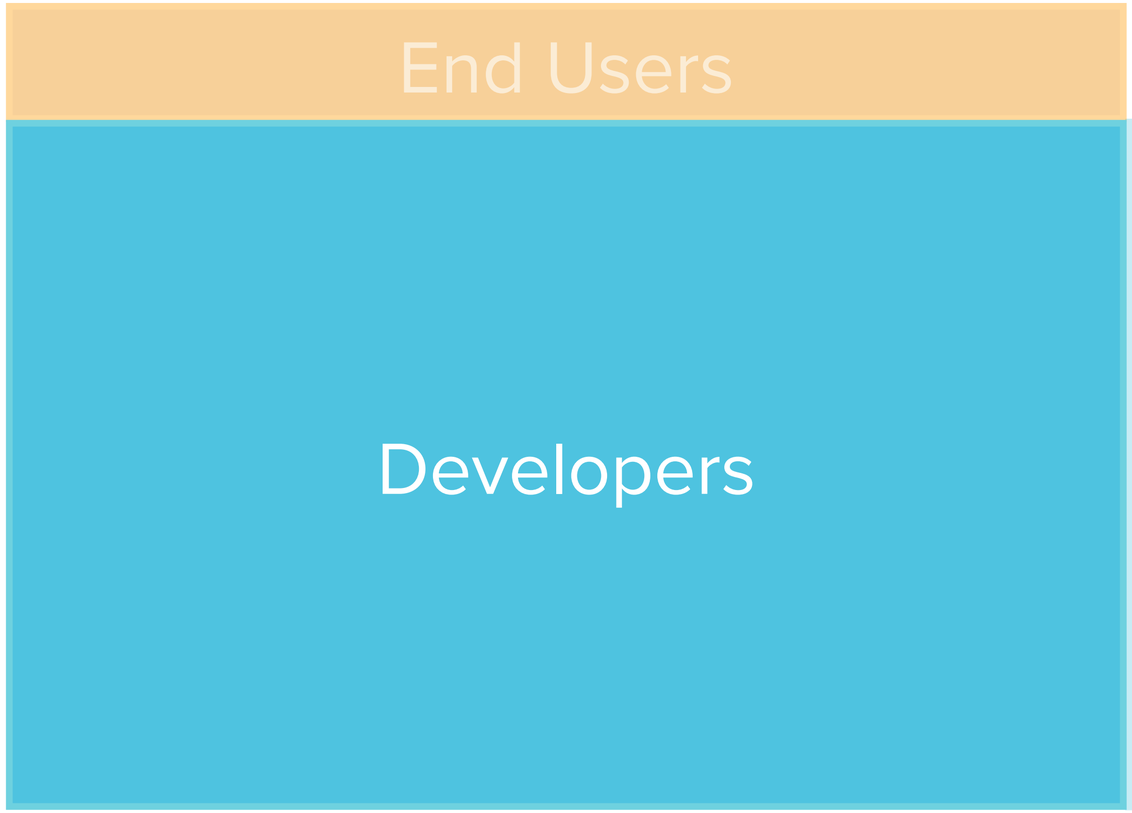
Stakeholders: Developers



- Useful abstractions to enable a range of developer objectives
- Seek modularity of framework to enable novel applications

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How do you balance these needs?

End Users	Seek control over the end user experience, limiting dependencies that have undue influence ***Building full stack*** helps identify troublesome dependencies early
Developers	Clarify developer personas to inform useful abstractions that allow for a range of objectives ***Thinking full stack*** helps clarify developer objectives

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Case Studies

Product Learnings: Blockchain So Far

A refresher:

Bitcoin is the native asset *(product)* of the bitcoin protocol *(network)*

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Asset and protocol reinforce each other

Asset value comes from utility and acceptance

Protocol value comes from security and decentralization

https://charts.bitcoin.com

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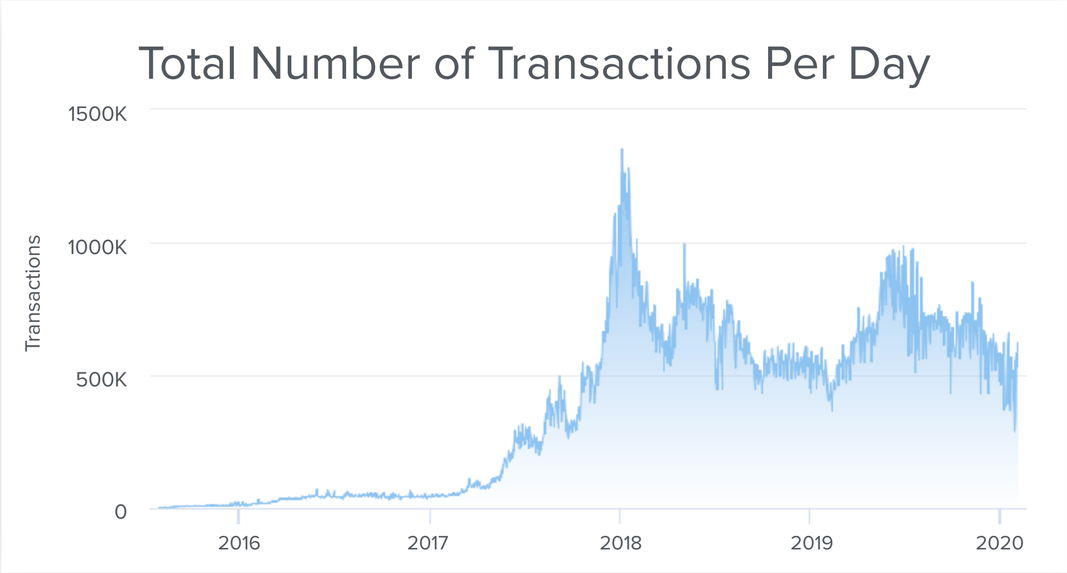
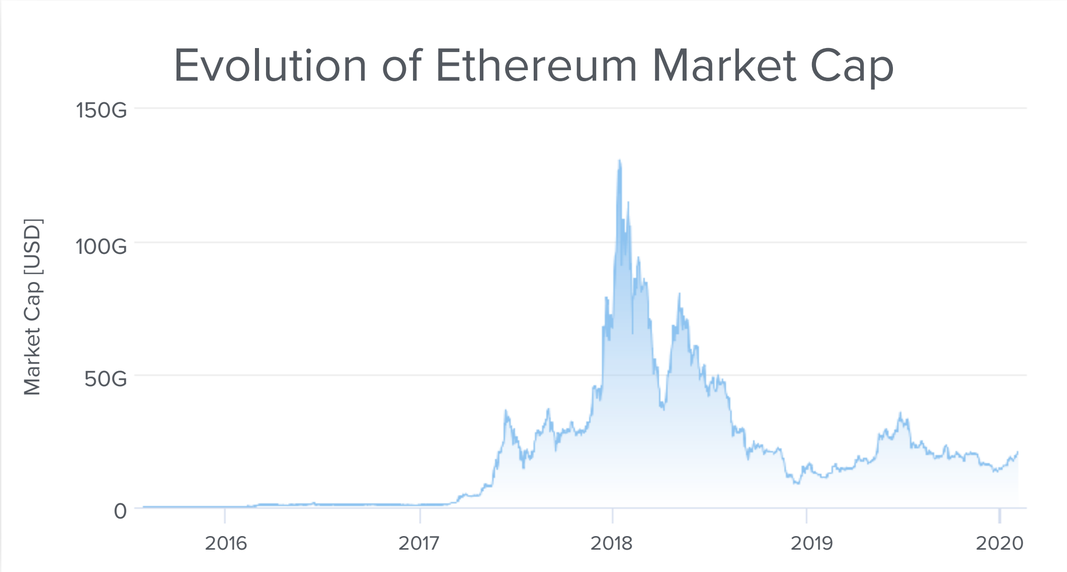
Ethereum

2015: New technology provides a new toolkit for building

2017: ICO craze leads to spike in usage/value of ETH

Today: Sustained usage and value derived from composable ecosystem (eg DeFi)





etherchain.org

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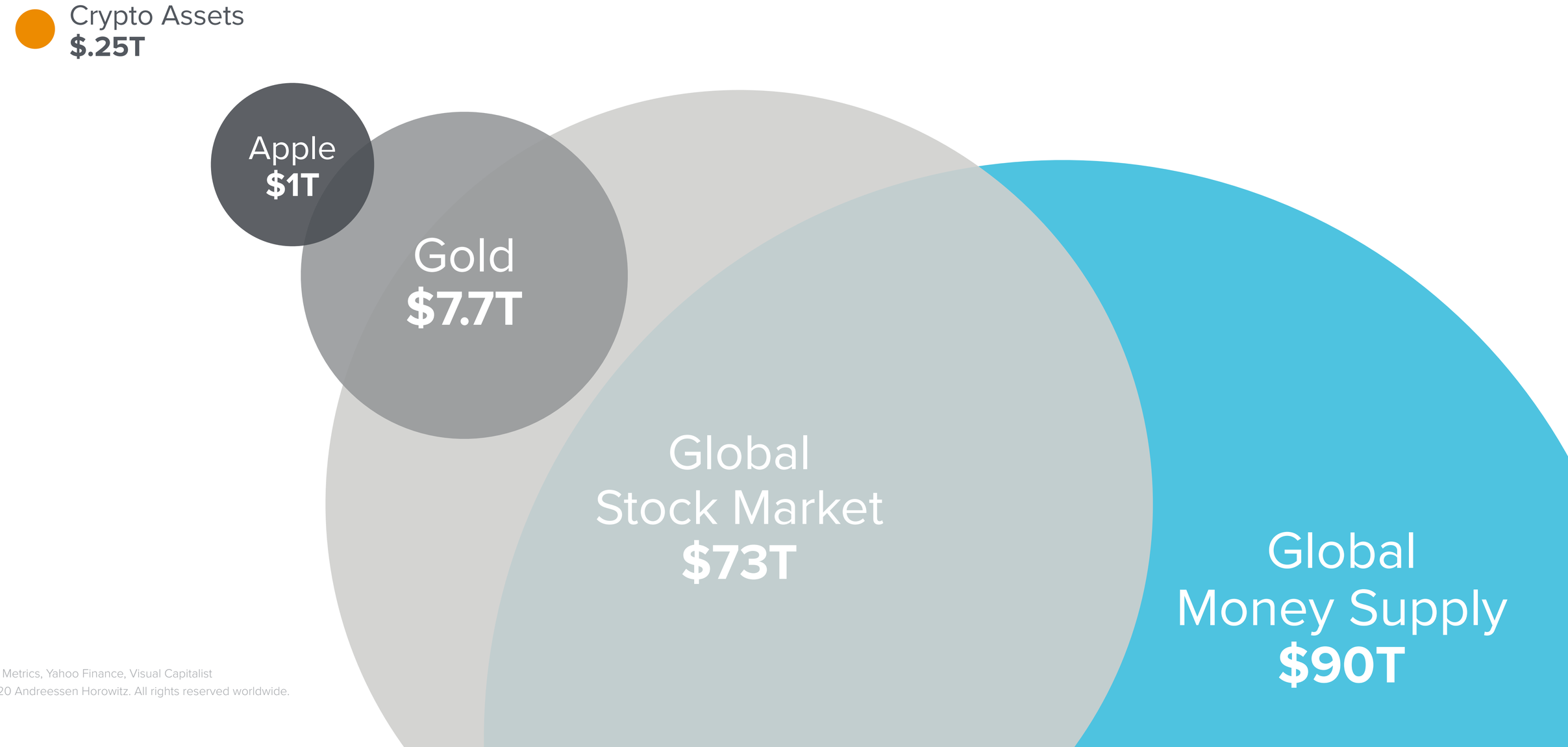
How Is Crypto Doing?



Coin Metrics, Yahoo Finance, Visual Capitalist

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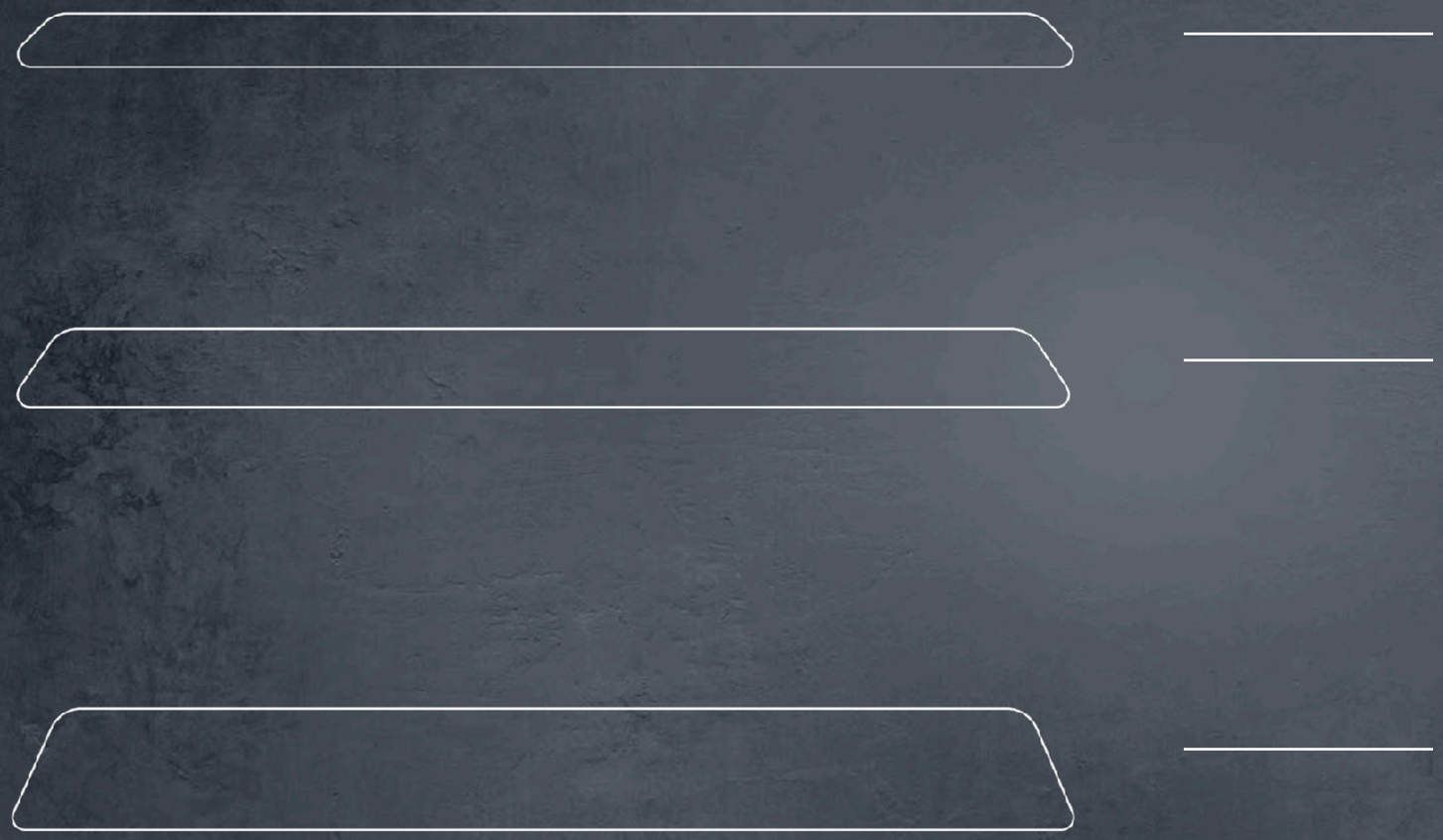
Product Learnings: Full Stack Approach

Celo Full Stack Approach



Applications

- Celo Wallet
- Developer SDK

Native Smart Contracts

- Celo Dollar - Stable Value
- Lightweight Identity

Celo Blockchain

- PoS Network
- Celo Gold

Case Study:
Mobile Client Sync

Case Study:
Gas Currencies and Usability

Takeaways

- Start With The Biggest Need
- At Every Layer Of The Stack, Build With Users In Mind

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